MARC ENGLISH DESIGN since 1993

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THE PROCESS OF DESIGNING VALUE *

In studying successful organizations, teams, and individuals, a pattern of success emerges . . .

DEFINING THE PROBLEM

defining the problem we are trying to solve.

envisioning the desired end state (knowing what it looks like). defining the approach by which victory can be achieved.

inciting support — and then acting.

INNOVATING

seeking insight to inform the prototyping of the solution.

prototyping potential solutions.

delineating the tough choices.

enabling the team to work as a team.

GENERATING VALUE

choosing the best solution, then activating it.

making sure people know about the solution (marketing). selling the solution.

rapidly learning and "tacking" based on success and failures.

*economic value, cultural value, aesthetic value.

By "economic" we mean that someone earns a wage, an invention helps boost your image, you sell more of something or of a service, a profit is generated. By "cultural" we mean that human lives are improved — individuals gain choices, a chance to be educated, a means to live a better life. And by "aesthetic" we mean that something inherently pleasing — because of its beauty, form, or experience — improves someone's life.